Research purpose

• Track opinions about the economy, jobs, and community issues over time
• Assess voters’ top priorities
• Measure voters’ attitudes about multiple tax related questions
Methodology

• Hybrid (phone and text-to-online) survey of N=500 tri-county voters, including an oversample of Portland voters (n=250)

• Conducted December 13-19, 2023; 12 minutes to complete

• Quotas set and data weighted by age, gender, region, and political party registration to ensure a representative sample. We also weight to education, based on Census data.

• Margin of error ±4.4% for entire sample; ± 6.2% for City of Portland sample

• Due to rounding, some totals may differ by ±1 from the sum of separate responses.
COMMUNITY SENTIMENTS
Voter sentiment on the Portland region's direction continues to be negative.
Multnomah County residents are more negative about the county’s direction than Washington and Clackamas County residents.
Voters continue to be pessimistic about quality of life in Portland, with nearly eight in ten saying it is getting worse.

% who say quality of life in the Portland Region is getting worse

- 2019: 51%
- Jan 2020: 49%
- Dec 2020: 71%
- 2021: 88%
- 2022: 78%
- 2023: 78%
Homelessness continues to be the top-of-mind issue facing the region.
Homelessness, cost of living, and crime rates are top concerns for more than half of voters.
Regarding economic issues, voters are considerably more concerned about cost of living and affordable housing than jobs.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Concerned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homelessness</td>
<td>71%</td>
</tr>
<tr>
<td>Cost of Living</td>
<td>52%</td>
</tr>
<tr>
<td>Crime rates</td>
<td>50%</td>
</tr>
<tr>
<td>Affordable housing</td>
<td>48%</td>
</tr>
<tr>
<td>K-12 Education</td>
<td>41%</td>
</tr>
<tr>
<td>Climate change</td>
<td>28%</td>
</tr>
<tr>
<td>Traffic</td>
<td>24%</td>
</tr>
<tr>
<td>Growth and density</td>
<td>20%</td>
</tr>
<tr>
<td>Jobs</td>
<td>14%</td>
</tr>
<tr>
<td>Covid-19 &amp; public health</td>
<td>5%</td>
</tr>
</tbody>
</table>

DHM Research | PMC Economy Survey | December 2023
Level of concern about homelessness, cost of living, and crime has remained constant over the last year.

% of voters who identified Homelessness, Crime, and Cost of Living as the top issue

- **Homelessness**
  - Jan 2020: 58%
  - Dec 2020: 58%
  - 2021: 76%
  - 2022: 72%
  - 2023: 71%

- **Cost of living**
  - Jan 2020: 41%
  - Dec 2020: 38%
  - 2021: 52%
  - 2022: 49%
  - 2023: 52%

- **Crime**
  - Jan 2020: 29%
  - Dec 2020: 52%
  - 2021: 52%
  - 2022: 50%
  - 2023: 50%
ECONOMIC OUTLOOK
Half of voters say they are worse off compared to two years ago; fewer feel that they are maintaining or improving their economic position.

**Perception of personal financial status over time**

- **2019**: 52% Better off, 32% About the same, 16% Worse off
- **2020 Jan**: 46% Better off, 29% About the same, 24% Worse off
- **2020 Dec**: 45% Better off, 33% About the same, 21% Worse off
- **2021**: 38% Better off, 37% About the same, 24% Worse off
- **2022**: 43% Better off, 38% About the same, 18% Worse off
- **2023**: 49% Worse off, 35% About the same, 15% Better off
Voters outside of Portland are more likely to feel their household is worse off financially.

<table>
<thead>
<tr>
<th>CITY OF PORTLAND</th>
<th>REST OF TRI-COUNTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worse off</td>
<td>39%</td>
</tr>
<tr>
<td>About the same</td>
<td>39%</td>
</tr>
<tr>
<td>Better off</td>
<td>20%</td>
</tr>
</tbody>
</table>
Negative perceptions of economic opportunities outweigh positive ones for the first time in 2023.

Perception of economic opportunities over time

- Good/very good
- Poor/very poor

Year:
- 2019: 76%
- Jan 2020: 67%
- Dec 2020: 50%
- 2021: 51%
- 2022: 53%
- 2023: 47%

Year:
- 2019: 16%
- Jan 2020: 25%
- Dec 2020: 40%
- 2021: 38%
- 2022: 38%
- 2023: 42%
DOWNTOWN PORTLAND
Slightly more than half of tri-county residents have visited downtown Portland at least once in the past 30 days.

Visits to Downtown Portland in last 30 days

- 0 visits: 46%
- 1-5 visits: 34%
- 6-10 visits: 10%
- 11-20 visits: 4%
- 20+ visits: 6%
- Not sure: 1%
Residents over 35, those residing outside Portland, and Republicans are less likely to have visited downtown Portland in the past month.
Relative to last year, more of those outside of the city are not visiting downtown at all.
While a majority of all residents consistently feel unsafe in downtown Portland, Portland residents are more likely to feel safe during the day.

% who feel somewhat/very unsafe in Downtown Portland

- During the day:
  - City of Portland: 55%
  - Rest of Tri-County: 81%

- At night:
  - City of Portland: 41%
  - Rest of Tri-County: 63%

City of Portland vs Rest of Tri-County
Over the past several years, Portland residents have felt increasingly unsafe downtown at night.
TAXES
Seven in ten voters in the tri-county region feel that taxes are too high considering the services they receive—an increase from six in ten in 2022.
Republicans and voters in Multnomah and Clackamas Counties are more likely than their counterparts to feel taxes are too high.

% who say taxes are too high

<table>
<thead>
<tr>
<th>PARTY</th>
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</thead>
<tbody>
<tr>
<td>Democrat</td>
<td>62%</td>
</tr>
<tr>
<td>Republican</td>
<td>84%</td>
</tr>
<tr>
<td>Independent / NAV</td>
<td>67%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COUNTY</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Multnomah</td>
<td>76%</td>
</tr>
<tr>
<td>Washington</td>
<td>56%</td>
</tr>
<tr>
<td>Clackamas</td>
<td>70%</td>
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</table>
Tri-county voters are divided on the existing Metro district tax, with a higher number strongly opposing than strongly supporting.

Tri-County Taxes

<table>
<thead>
<tr>
<th></th>
<th>Strongly support</th>
<th>Strongly oppose</th>
<th>Not sure</th>
<th>Total Support</th>
<th>Total Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly support</td>
<td>29%</td>
<td>19%</td>
<td>12%</td>
<td>48%</td>
<td>47%</td>
</tr>
<tr>
<td>Strongly oppose</td>
<td>35%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not sure</td>
<td></td>
<td></td>
<td>5%</td>
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</tbody>
</table>

Metro regional government’s income tax on higher-earning individuals and larger businesses in Washington, Clackamas, and Multnomah counties to fund homeless services (n=467)
Multnomah County voters are split in their support of the pre-school for all taxes they pay.

### Multnomah County Taxes

<table>
<thead>
<tr>
<th>Strongly support</th>
<th>Strongly oppose</th>
<th>Not sure</th>
<th>Total Support</th>
<th>Total Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>32%</td>
<td>36%</td>
<td>4%</td>
<td>51%</td>
<td>45%</td>
</tr>
<tr>
<td>19%</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>8%</td>
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</tbody>
</table>

A Multnomah County income tax on higher-earning individuals to fund tuition-free preschool program for all children ages 3 to 4 (n=278)
City of Portland voters continue to support the clean energy tax.

A city of Portland property tax to fund improvements and economic development in specific parts of the city (n=250)

- Strongly support: 36%
- Strongly oppose: 19%
- Not sure: 14%
- Total Support: 55%
- Total Oppose: 41%
TRUST IN ELECTED OFFICIALS
Trust in local elected officials declined in 2023.

% A lot of/some trust over time

- 63% in 2019
- 47% in Jan 2020
- 45% in Dec 2020
- 21% in 2021
- 35% in 2022
- 25% in 2023